Examples of texts to be used in advertisements and posters to recruit participants:

"Do you want to reduce or quit smoking? Contact *(contact details of participating centre)*"

"Smoking is bad for your health. If you want help to cut down on your smoking or quit smoking, contact *(contact details of participating centre)"*

"Have you tried to stop smoking but have failed? Don't feel discouraged, there is help! Contact *(contact details of participating centre)"*

"Smoking causes cancer and heart disease. To reduce or stop smoking is the best you can do for your health! If you find it difficult to quit, please contact *(contact details of participating centre)"*

"Smoking ages your skin, causes tooth loss and bad breath. All physicians agree that smoking is bad for your health. Have you thought about quitting or reducing your smoking, but find it difficult to do so without help? Please contact (*contact details of participating centre)"*

"Did you know that more than 90% of all lung cancer patients are long-term smokers? And that smoking is a significant risk factor for at least 10-15 other forms of cancer? If you stop smoking these risks start to decrease almost immediately. Have you thought about quitting smoking but would like help to do so? Please contact (*contact details of participating centre)*"

"Smoking significantly increases the risk of a large number of diseases and conditions: cancer, cardiovascular diasease, chronic lung disease, tooth loss, impotence, bad breath etc. You should stop smoking. If you want help, please contact (*contact details of participating centre)* "

Your smoking affects your children. Infants with smoking parents more often die because of SIDS (Sudden Infant Death Syndrome) and have more frequently allergic symptoms. In addition, children to smoking parents more frequently become smokers themselves. To stop smoking will benefit your children! If you find it difficult to cut down or quit smoking on your own, please contact (*contact details of participating centre)*, there is help!"